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Logistics Civil Augmentation Program (LOGCAP)
CONTINGENCY SUPPORT PLAN

ANNEX G (MARKETING & SALES) to LOGCAP CONTINGENCY SUPPORT PLAN

REFERENCES. See ANNEX N, Appendix 4.

TIME ZONE USED THROUGHOUT THE PLAN. Iraq.

TASK ORGANIZATION. See ANNEX A.

1. SITUATION. See Base PLAN.

a. Assumptions.

- 1) U.S. Government will select the oil company to conduct Marketing & Sales. BRS will provide to the U.S. Government the procurement information necessary to support the selection. BRS will award the subcontract to the company selected by U.S. Government.
- 2) The offeror must be capable of working effectively with and, to the extent conditions permit, integrating its activities with the existing personnel and organizational units of the Iraqi State Oil Marketing Organization. Subject to and consistent with guidance from appropriate authorities, the offeror will be required to involve Iraqi personnel and organizations whenever possible.

2. MISSION. See Base PLAN.

3. EXECUTION. Scope of Work for Marketing & Sales is attached at Appendix 1.

4. SERVICE SUPPORT. See ANNEX I.

5. COMMAND AND SIGNAL.

a. Command. See Base PLAN, ANNEX A.

b. Signal. See Base PLAN, ANNEX H.

ACKNOWLEDGE:

(b)(6)

BRS PGM, LOGCAP

OFFICIAL:

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Tab A – Marketing & Sales Scope of Work



Logistics Civil Augmentation Program (LOGCAP)
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**APPENDIX 1 (SCOPE OF WORK FOR MARKETING & SALES) TO ANNEX G
(MARKETING & SALES) to LOGCAP CONTINGENCY SUPPORT PLAN**

REFERENCES. See ANNEX N, Appendix 4.

TIME ZONE USED THROUGHOUT THE PLAN. Iraq.

TASK ORGANIZATION. See ANNEX A.

1. SITUATION. See Base PLAN and ANNEX R.

2. MISSION. See Base PLAN.

3. EXECUTION.

a. **Concept of Operations:** The Scope of Work includes providing all personnel, labor, equipment, materials, travel, and all means necessary to develop and deliver a comprehensive and effective marketing and sales plan that will result in the timely sale of a full range of crude oil products on the open world market. The scope includes husbanding into the world market all crude products through the entire production to market process of upstream, midstream, and into the downstream. Responsibilities include the planning and development of all strategic plans and marketing activities including market analysis, branding and positioning, advertising and public relations, and development and all web-based activities necessary to support sales of large volumes of various grades of crude oil and refined products.

b. **Tasks:**

- 1) The offeror must be capable of working effectively with and, to the extent conditions permit, integrating its activities with the existing personnel and organizational units of the Iraqi State Oil Marketing Organization. Subject to and consistent with guidance from appropriate authorities, the offeror will be required to involve Iraqi personnel and organizations whenever possible.
- 2) The offeror should have offices in the major oil/gas centers of the world with direct and relevant experience in brokering the sale of products throughout the international marketplace. This work will be done through partnering and nurturing relationships between buyer and seller for a full range of crude oil based products. The offeror must display comprehensive knowledge from producing, refining, manufacturing, distribution, transshipment, and ultimate delivery. These services must be accomplished in full compliance with all international environmental laws, treaties, trade agreements, and related business laws.
- 3) The contract will be on a fixed price basis based on volume levels of product sold. The contract term will be a base period of one year, with four, one-year option periods. The contract will provide a coordinated and unencumbered sales and marketing strategy to manage, plan, schedule, account, design, advertise, negotiate, and arrange for the final sale of crude oil products.
- 4) The contractor shall be required to work very closely and in detail with the supplier and buyers to affect the strongest terms and conditions between supplier and buyer. All costs and



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financial data must be compiled and reported by product, quantity, date, point of origin, buyer, point of destination with any amplifying and discriminating information to facilitate full and open audit.

- 5) The intent of the contract is to have the unbounded flexibility in planning, designing, and promoting the sale of crude oil based products. Additional expertise should be demonstrated in all aspects of the energy sector from the upstream, midstream, and downstream markets, to refining operations, distribution systems, shipping, receiving, environmental, international laws, and other market data that affect the marketing and sale of crude oil products.
- 6) The offeror should be experienced with international media relations, including press releases and all associated media interface.
- 7) This solicitation will be procured through Best Value Source Selection based on the following technical evaluation factors:
 - a) Corporate Experience
 - b) Past Performance
 - c) Financial Control and Management Systems
 - d) Marketing and Sales Planning
 - e) Capability of Key Personnel

4. SERVICE SUPPORT. See ANNEX I.

5. COMMAND AND CONTROL. See Base PLAN and ANNEX A.

ACKNOWLEDGE:

(b)(6)

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